

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

May 15, 1997

RJR Account #088080
Ms. S. Marabito
J. A. CALDERON CO.

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Shelia:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **46** SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (6M)</u> <u>Cases</u>
12300-84006	FF Box	2
12300-22081	FF Box 100	2
12300-84106	LT Box	2
12300-22084	LT Box 100	2

Product / Premium Arrival:

June 23, 1997

Ship Date to Retail:

Week of: June 30, 1997

Lighters: (Item #527813)

SKU CUBE: 2.5280

SKU WT (w/o Product): 10.6200 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$2,234.27

Non-EFT \$ Amount:

\$N/A

51862 3187

-2-

B2GPF

J. A. CALDERON CO.

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$91.00 (3.25 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enc. Wholesaler Packing Instructions

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORFL.DOC

51862 3188

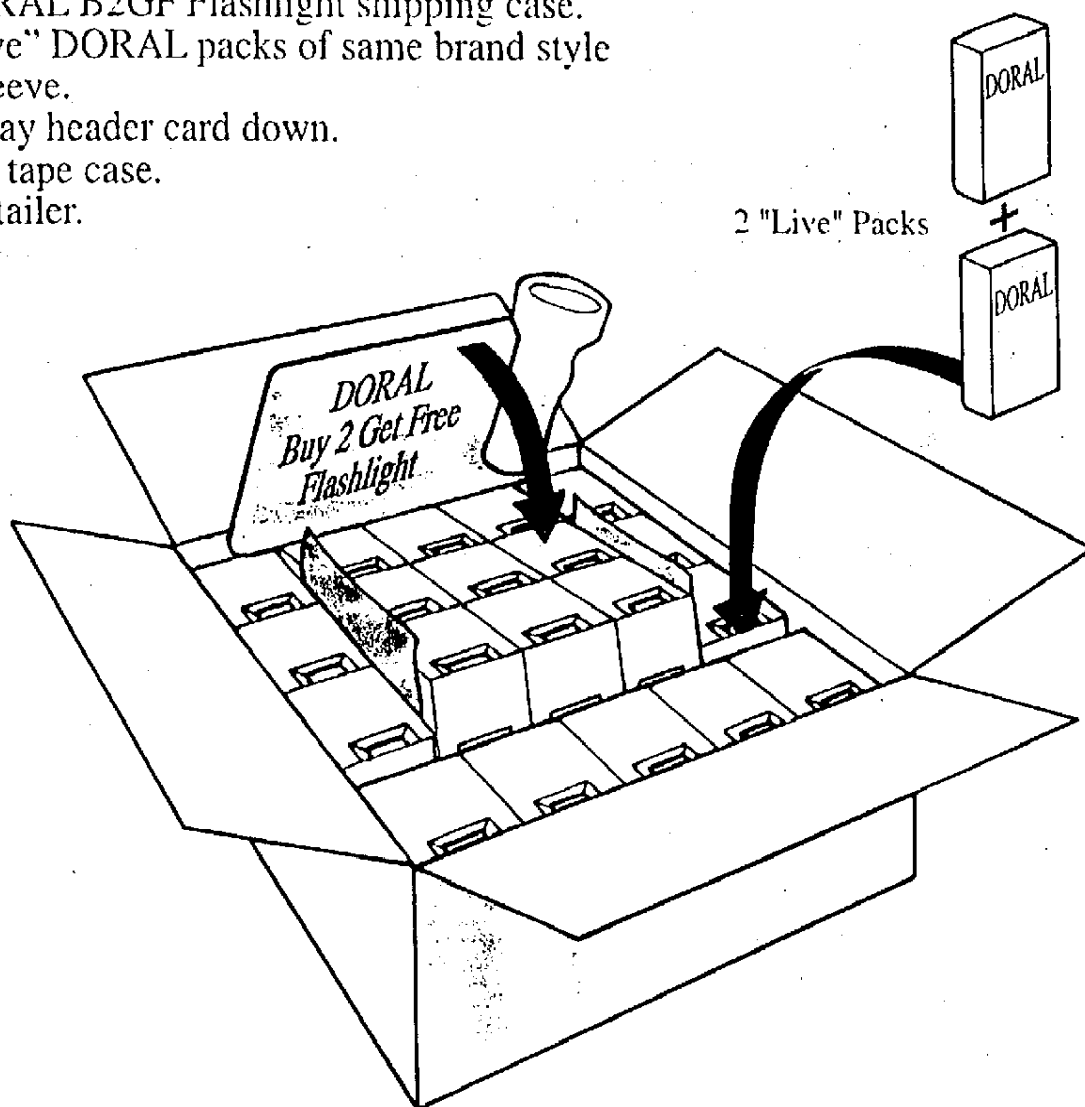
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR. '97

July DORAL B2GF Flashlight

STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	FF Box	FF BOX 100	LT BOX	LT BOX 100		
Number of Cartons	1	1	1	1		

51862 3189

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 5
 DATE: 97-05-12
 TIME: 03:49 PM

 WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>
 TEMPLATE : 700727 70700 DOR FLASHLIGHT
 TEMPLATE SEQ : 0010
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1		0362-0102		(716)381-5764
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1				(716)454-0515
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612	1				(716)254-4540
162604	162630	657232	MATHIAS PATRANALA I	1475 W RIDGE ROAD	ROCHESTER	NY	14615	1		0362-0102		(716)663-3059
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1				(716)663-8110
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1				(716)482-7545
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				(716)274-4850
162604	162620	730966	TRANSIT FOOD MKT	1674 NORTON ST	ROCHESTER	NY	14609	1				(716)342-6630
162604	162620	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	1		0990-0000		(716)266-5284
162604	162620	763803	CFM #33-055	1404 NORTON ST	ROCHESTER	NY	14621	1		0990-0000		(716)467-5685
162605	162620	679346	DOLLAR&MORE STORE	6144 STATE ROUTE	WILLIAMSON	NY	14589	5				(315)589-3093
162605		722996	JW MALCHO ENTERPRIS	DBA THE STATION	MACEDON	NY	14502	1				(315)986-5600
162605	162232	724735	J&S DISCOUNT STORE	118 EXCHANGE ST	GENEVA	NY	14456	4				(315)789-0680
162603	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	1				(716)243-2426
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	1				(716)271-1390
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	1				(716)328-8770
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1				(716)663-4232
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	1				(716)546-7140
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1				(716)254-4910
162602	162630	679258	TUBBY'S DELI/RAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	1				(716)227-0120
162602	162621	684550	RTESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1				(716)426-2151
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1				(716)461-4495
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	1				(716)377-5685
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTI RD	ROCHESTER	NY	14612	1 NYS				(716)663-4355
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1 NYS		0990-0000		(716)227-2152
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	1 NYS				(716)223-7645
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	2 NYS				(716)482-7920
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	1 NYS				(716)637-9893
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1 NYS				(716)377-0631
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1 NYS				(716)244-6310
162604	162621	416235	MIKE HAHER'S MOBIL	1810 MOUNT HOPE A	ROCHESTER	NY	14620	1 NYS			917872	(716)244-3318
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	2 NYS		0990-0000		(716)426-5140
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2 NYS				(716)964-2430
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	1 NYS				(716)392-5080
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1 NYS				(716)663-3970
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	1 NYS				(716)235-2269

PAGE BREAK TOTAL ACCOUNTS 36 TOTAL QUANTITY 46

TEMPLATE TOTAL ACCOUNTS 36 TOTAL QUANTITY 46

51862 3190

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

07/10/97

ACCOUNT NUMBER: 088080 J. A. CALDERON CO.
VOUCHER NUMBER: 15360231 1467 MAIN ST E
DATE WRITTEN: 07/10/97 ROCHESTER , NY 14609
STATUS: PAID
AMOUNT PAID: 91.00 SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.25	91.00

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/A. ZECCA

51862 3191